



# Missouri Alliance to Curb Problem Gambling

**2005**  
**Annual Report**

MISSOURI Alliance  
TO CURB PROBLEM GAMBLING

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# **2005 Annual Report**

## **Missouri Alliance to Curb Problem Gambling**

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### **Alliance Mission**

The Missouri Alliance to Curb Problem Gambling's mission is to heighten public awareness of the dangers of problem gambling; develop prevention and education programs for gamblers of all ages; and direct problem gamblers and their families to the 1-888-BETSOFF help line and free treatment.

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### **Alliance Goals**

- To raise awareness of the dangers of problem gambling and direct compulsive gamblers and their families to free treatment.
- To develop and implement prevention and education programs for all ages; and
- To ensure access to and availability of quality assistance and treatment.

## Fast Facts

**24-hour, Missouri toll-free help line number:**  
1-888-BETSOFF(1-888-238-7633).

**Web site:** [www.888betsoff.org](http://www.888betsoff.org).

**Free treatment:** There are approximately 90 certified compulsive gambling counselors in Missouri; call the help line - 1-888-BETSOFF for a referral to a counselor in your area or visit the Web site at [www.888betsoff.org](http://www.888betsoff.org) for a complete list of counselors.

**Voluntary Exclusion Program:** This program provides individuals who are unable to gamble responsibly with a tool to voluntary ban themselves from visiting Missouri's casinos. For more information about the program, call (573) 526-4080 or visit [www.888betsoff.org/help/index.htm](http://www.888betsoff.org/help/index.htm). For more information on additional self-limiting options, contact individual casinos.

**Voting members of the Missouri Alliance to Curb Problem Gambling:**  
Missouri Council on Problem Gambling Concerns Inc., Missouri Department of Mental Health's Division of Alcohol & Drug Abuse, Missouri Gaming Association, Missouri Gaming Commission, Missouri Lottery and Port Authority of Kansas City.

**Speakers Bureau:** (573) 526-7467 or (573) 526-4080;  
or e-mail: [betsoff@molottery.com](mailto:betsoff@molottery.com).

Calendar Year	BETS OFF Help Line	Web Site Hits	Voluntary Exclusion	Free Treatment
1998	871	N/A	356	54
1999	1,034	N/A	596	113
2000	1,738	18,171	1,093	186
2001	2,846	46,617	1,403	335
2002	2,889	31,522	1,290	373
2003	3,339	46,456	1,367	344
2004	3,527	75,264	1,506	377
2005	2,593	139,423	1,696	360

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**Missouri Alliance to Curb Problem Gambling**  
PO Box 104591  
Jefferson City, MO 65110  
[www.888BETSOFF.org](http://www.888BETSOFF.org)  
Help Line: 1-888-BETSOFF (1-888-238-7633)

**2005-2006 Officers:**

Chairperson: Joanne Collins  
Vice Chairperson: Keith Spare  
Secretary: Melissa Stephens

## Alliance Expands Programs To Help Problem Gamblers

2005 proved to be an exciting year for the Missouri Alliance to Curb Problem Gambling. During the year, research results were made available to help guide the Alliance in its goal to advance current programs and create new ones to better serve problem gamblers and their family members and to educate Missouri residents on problem gambling issues. In addition to research, the Alliance hosted and played a leading role in the second annual Midwest Conference of Problem Gambling & Substance Abuse held in Kansas City, and the Alliance secured Missouri as the host state for the 2007 conference of the National Council on Problem Gambling.

Since the Alliance began on Dec. 17, 1997, Missouri has had one of the most comprehensive problem gambling programs in the country. For the past eight years, this unique partnership has created a variety of successful programs that have helped thousands of Missouri residents find the help they need and educated even more Missourians about the dangers of underage gambling and problem gambling.

The Alliance's primary goal was to promote the toll-free help line number 1-888-BETSOFF and to direct problem gamblers to free treatment programs. During the past eight years, the Alliance has continued to introduce new and innovative programs to further that mission and raise awareness about problem gambling issues.

Missouri's programs include:

- A toll-free help line, 1-888-BETSOFF (1-888-238-7633);
- Free problem gambling treatment for problem gamblers and family members of problem gamblers;
- Self-exclusion programs, including a total ban at all of the state's casinos, exclusion at individual casino properties and from cash-advance machines;
- Missouri Responsible Gaming Education Month in August;
- Funding for research of problem gambling issues;
- Collateral materials for the general population, as well as individual programs for older adults and youth;
- Educational lectures for the general public;
- An extensive awareness program that includes public service announcements, Web site – [www.888betsoff.org](http://www.888betsoff.org), billboards, a quarterly newsletter, speakers bureau, traveling exhibits and videos;
- An in-school youth awareness assembly program; and
- An educational video and facilitator's guide for youth in grades 6-9.

Through the dedication of the Alliance's membership, problem gambling programs have expanded every year, and plans are underway to continue program expansion. Some of the plans for 2006 are explained elsewhere in this report.

The Alliance's membership includes: the Missouri Council on Problem Gambling Concerns Inc., the Missouri Department of Mental Health's Division of Alcohol and Drug Abuse, the Missouri Gaming Commission, the Missouri Lottery, the Missouri Gaming Association (formerly the Missouri Riverboat Gaming Association) and the Port Authority of Kansas City.

The work of the Alliance's members and the variety of programs offered through the partnership are detailed in this annual report.

### **Missouri to Host 2007 National Conference**

Missouri will host the 2007 conference of the National Council on Problem Gambling in Kansas City.

Details will be posted on the Alliance's Web site, as they become available.

# Alliance Time Line

November 1992	Riverboat casino referendum passed by voters. The referendum called for the creation of problem gambling treatment facilities that could be funded by riverboat taxes distributed to the city or county.	2001	Missouri's casinos begin offering STEP that allows casino patrons to exclude themselves from receiving cash advances from Automatic Teller Machines within the casinos.
June 1995	Free problem gambling help line established by the Missouri Gaming Association.	August 2001	Third annual Missouri Responsible Gaming Education Week; older adult campaign introduced. Key-note speakers: Joanna Franklin, director of Network Development and Training for Trimeridian Inc., in Indianapolis, Ind., at the Kansas City event; and Dennis McNeilly, assistant professor of psychiatry at the University of Nebraska Medical School's Department of Psychiatry in Omaha, at the St. Louis event.
Jan. 1, 1996	First Missouri class of counselors is certified as compulsive gambling counselors.		
April 1996	Free compulsive gambling treatment becomes available to Missouri's residents.		
Aug. 9, 1996	The Missouri Council on Problem Gambling Concerns Inc. was founded. It became an affiliate member of the National Council on Problem Gambling in 1997.	September 2001	"All Bets Off" in-school classroom program introduced for grades 6-8.
October 1996	Missouri Gaming Commission implements first statewide Disassociated Persons Program in the country.	March 2002	Port Authority of Kansas City joins Alliance's voting membership.
Dec. 17, 1997	Alliance formed to increase awareness of problem gambling programs and issues.	June 2002	Hosted first lecture in American Gaming Association's Responsible Gaming Lecture Series. The event was held at the University of Missouri-Kansas City. The guest lecturer was Robert Ladouceur.
August 1999	First annual Missouri Responsible Gaming Education Week. Keynote speaker: Keith Whyte, executive director of the National Council on Problem Gambling.	July 2002	<i>First Bets Off Bulletin</i> is published.
March 2000	Missouri Lottery implements Alliance Web site at <a href="http://www.888BETSOFF.com">www.888BETSOFF.com</a> .	August 2002	Fourth annual Missouri Responsible Gaming Education Week; "Beat Addiction – Choose the Right Path" youth addiction video and facilitator's guide introduced. Keynote speaker: Carol O'Hare, executive director of the Nevada Council on Problem Gambling.
June 2000	Gov. Mel Carnahan signs Senate Bill No. 902 enabling dedicated funding for problem gambling treatment, education and prevention programs. The bill also strengthened laws deterring underage access to riverboat casinos.	September 2002	"Addiction – The Game No One Wins" in-school youth assembly begins traveling to Missouri's schools.
August 2000	Second annual Missouri Responsible Gaming Education Week; youth gambling prevention awareness campaign introduced. Keynote speakers: Carl Braunlich, associate professor at Purdue University, at the St. Louis event; and Roger Svendsen, author and senior staff member of the Minnesota Institute of Public Health, at the Kansas City event.	December 2002	Alliance celebrates fifth anniversary.
		January 2003	"Beat Addiction – Choose the Right Path" video kit becomes available to all Missouri schools.
		March 2003	Alliance takes part in first national Problem Gambling Awareness Week, sponsored by the National Council on Problem Gambling and the Association of Problem Gambling Service Administrators.

## Alliance Time Line (continued)

August 2003	First Responsible Gaming Education Month held.	August 2004	Gov. Bob Holden declares August as Responsible Gaming Education Month (second year of month-long recognition).
Aug. 13, 2003	Alliance sponsors fifth annual awareness event. Keynote speaker: Joanna Franklin, director of Network Development and Training for Trimeridian Inc., in Indianapolis, Ind. Ms. Franklin also provided a three-hour training session for treatment providers following the main event.	Aug. 11-13, 2004	Midwest Conference on Problem Gambling & Substance Abuse is held at the Hyatt Regency Crown Center in Kansas City. Kim Dude is the recipient of the second "Outstanding Contributor" award from the Alliance.
Aug. 13, 2003	Dan Smith receives first "Outstanding Contributor" award from the Alliance.	March 7, 2005	Alliance takes part in the third national Problem Gambling Awareness Week.
	Port Authority of Kansas City and the Missouri Gaming Commission award grants to conduct review of Disassociated Persons Program and provide underage prevention programs.	June 23, 2005	National Council on Problem Gambling announces that Kansas City, Mo., will be the host city for the 2007 National Conference.
Aug. 14, 2003	Alliance sponsors four-hour training event for treatment providers at Washington University in St. Louis. The event featured Joanna Franklin.	August 2005	Third annual Responsible Gaming Education Month
March 8, 2004	Alliance takes part in the second national Problem Gambling Awareness Week, sponsored by the National Council on Problem Gambling and the Association of Problem Gambling Service Administrators.	Aug. 24-26, 2005	Second annual Midwest conference was held at the Hyatt Regency Crown Center in Kansas City, Mo., with more than 240 people attending. Keynote speakers included: Dr. Westley Clark, Jeffrey Derevensky and Joanna Franklin.
		Aug. 25, 2005	The Port Authority of Kansas City announces the release of two Request for Proposals that will focus on reducing compulsive gambling among youth.
		Dec. 17, 2005	Ninth anniversary of the Missouri Alliance.

## Membership Is Key to Strong Alliance

Keep informed about what's happening with problem gambling in Missouri and help develop Alliance programs by becoming a participating member of the Alliance.

Any individual or organization interested in promoting and furthering the Alliance's mission to educate Missouri residents on the potential characteristics and dangers of problem and compulsive gambling and promoting the availability of treatment can join the Missouri Alliance as a participating member.

Participating members are encouraged to:

- Participate in Alliance meetings and events;
- Aid in the planning of awareness events; and
- Provide input to further expand the Alliance's programs.

All memberships into the Alliance are free. For more information about becoming a participating member or to join, visit the Alliance's Web site at [www.888BETSOFF.org](http://www.888BETSOFF.org) or call (573) 522-1373.

## 2005 Program Highlights

**1-888-BETSOFF Problem Gambling Help Line** – Life Crisis Services (LCS) operates a 24-hour Helpline service for callers seeking help with a gambling problem. The Missouri Gaming Association provides the funding for the help line. LCS received 2,593 calls during 2005.

Seventy-five percent of the help line callers in 2005 were from individuals seeking assistance for a personal problem with gambling; the remaining 25 percent of calls came from individuals seeking help for a loved one with a gambling (or suspected gambling) problem. The average caller was 33.6 years old. Counties with the most participation in 2005 include Jackson County with 790 callers and St. Louis County with 636 callers.

**Free Compulsive Gambling Treatment Services** – The Missouri Department of Mental Health Division of Alcohol and Drug Abuse contracts with agencies employing certified compulsive gambling counselors to provide free treatment services to both compulsive gamblers and their family members. Family members can access the free treatment services regardless of whether the problem gambler enters treatment. During 2005, more than 360 clients accessed the free treatment services.

**Voluntary Exclusion Program (DAP Program)** – The Missouri Gaming Commission administers a statewide self-exclusion program for problem and pathological gamblers. The voluntary exclusion program is also known as the List of Disassociated Persons (the List); the self-exclusion is currently a lifetime self-exclusion with no procedures for removal.

More than 1,696 individuals initiated applications for placement on the List of Disassociated Persons during 2005, a 13 percent increase over applications submitted during 2004. By the end of 2005, more than 9,000 individuals had placed

Help Line Calls		
	2004	2005
Jan.	280	197
Feb.	369	217
March	350	239
April	343	226
May	352	232
June	336	219
July	326	242
Aug.	260	235
Sept.	245	209
Oct.	220	219
Nov.	225	196
Dec.	221	162
<b>TOTAL</b>	<b>3,527</b>	<b>2,593</b>

## Addiction Assembly Continues to Reach Middle School Students

"Addiction – The Game No One Wins" kicked off its fifth season in fall 2005. The 45-minute assembly, sponsored by members of the Missouri Alliance, presents facts about all addictions and the associated risk factors with an emphasis on gambling.

The assembly was created by Second Chance Foundation, a non-profit organization that presents the program to schools throughout the state. It was created under the direction of the Alliance to address all addictions, including gambling. This assembly addresses risk factors and good decision-making in an entertaining format.

Goals of "Addiction – The Game No One Wins" include:

- To educate youth about the dangers and risk factors of addictions, including gambling.
- To raise awareness among educators and parents about the dangers of addictions, including gambling;
- To raise awareness of the help line phone numbers, including 1-888-BETSOFF; and the availability of free treatment.

## FY05 Assembly Facts

- Program was presented to: 6,595 students
- Schools program presented to: Morgan County Middle School, Versailles;

## 2005 Program Highlights (continued)

Linn Junior High School, Linn; Lange Middle School, Columbia; Richmond Middle School, Richmond; Montgomery County Middle School, New Florence; Saeger Middle School, St. Charles; Oakland Junior High School, Columbia; Black Hawk Middle School, Warrenton; Nowlin Middle School, Independence; R.G. Central Middle School, St. Louis; Hollenbeck Middle School, St. Charles; Parkway Central Middle School, Chesterfield; Cannon Middle School, Elsberry; Winfield Middle School, Winfield; Maries County Middle School, Bland; and Cuba Middle School, Cuba.

	FY02	FY03	FY04	FY05
# of schools	14	19	20	16
# of students	2,036	7,410	7,100	6,595

## 2005 Conferences, Exhibits

A traveling education exhibit and the Alliance's speakers' bureau played a major role in building problem gambling awareness throughout Missouri during 2005.

The educational exhibit was displayed at 14 statewide conferences and meetings, potentially reaching more than 25,000 people.

In addition the traveling exhibit, more than 15 speaking events also were presented and/or sponsored by Alliance members reaching more than 670 people.

For several years, the Alliance has set up educational exhibits at statewide conferences and events such as: the Missouri Black Expo in St. Louis, the Spring Training Institute for the Missouri Division of Alcohol and Drug Abuse, the Missouri Middle School Counselors Association meeting, Pathways to Student Success conference for school administrators and educators of at-risk students, the Missouri Association of Drug Court Professionals and the Missouri Prosecutors' Association meetings.

Speaking events in 2005 included the 2005 Midwest Conference on Problem Gambling & Substance Abuse in Kansas City and TRENDS, sponsored by the National Council on Alcoholism and Drug Abuse.

## Problem Gambling Week Heightens Awareness

Missouri joined in the third National Problem Gambling Awareness Week, March 6-12, 2005. Members of the Missouri Alliance to Curb Problem Gambling participated in a variety of activities to raise awareness of the dangers of problem gambling and the availability and benefits of problem-gambling treatment.

During the national awareness week, communities nationwide work to raise awareness of the consequences of problem gambling and the resources available for individuals whose gambling is causing disruption in their lives.

In Missouri, the week's activities included an educational display at the Pathways to Student Success conference for school administrators and educators of at-risk students, at a training session for the Missouri Corrections Association and two workshops and an educational booth at the Rockwood Summit High School Health Fair.

The March week is in addition to Missouri's Responsible Gaming Education Month in August, which features the Midwest Conference on Problem Gambling and Substance Abuse.

# Leading Experts, High Attendance Make 2005 Midwest Conference a Success

Leading problem gambling experts headlined the second annual Midwest Conference on Problem Gambling and Substance Abuse, Aug. 24-26, in Kansas City. More than 240 people took part in the conference, which included a variety of workshops, panel discussions and keynote speakers.

Keynote speakers at this year's conference included: Dr. H. Westley Clark of the U.S. Department of Health and Human Services; Jeffrey Derevensky, an internationally renowned problem-gambling expert, professor and co-director of the International Center for Youth Gambling, Problem and High Risk Behaviors at McGill University in Montreal; and Joanna Franklin, a certified addictions counselor, a nationally certified compulsive gambling counselor and director of Network Development and Training at Trimeridian Inc. in Indianapolis, Ind.



Joanna Franklin

Workshop presenters included addiction treatment specialists, researchers, gaming industry representatives and law enforcement professionals. Among the workshop presenters were: Deborah Haskins of Loyola College in Maryland, Durand Jacobs from the American Board of Professional Psychology, Tim Christensen with the Arizona Office of Problem Gambling and Michael Scalise, a special agent with the Drug Enforcement Administration.

The conference was the result of a joint endeavor by organizations throughout the four-state region – Missouri, Kansas, Iowa and Nebraska. The Missouri Alliance to Curb Problem Gambling helped plan and coordinate the conference.

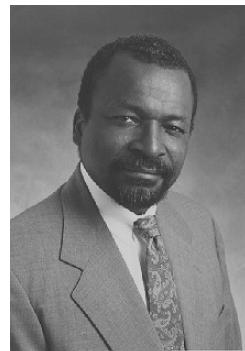
Many of the PowerPoint presentations from the 2005 Midwest Conference are available for viewing. To view the presentations or for more information about the conference, visit the Alliance's Web site at [www.888BETSOFF.org](http://www.888BETSOFF.org).

## National Problem Gambling Expert Wins Missouri Award

An internationally renowned compulsive gambling treatment expert, who helped to create the training curriculum for Missouri's certified compulsive gambling counselors, received the annual Outstanding Contributor Award presented by the Missouri Alliance to Curb Problem Gambling. Joanna Franklin, the director of Network Development and Training for Trimeridian Inc., Indianapolis, Ind., received the award Aug. 25 during the Midwest Conference on Problem Gambling and Substance Abuse in Kansas City.

Franklin, who was a keynote speaker at the Midwest Conference, received the award as a part of Missouri's Responsible Gaming Education Month activities. The Missouri Alliance was host of the regional conference.

This statewide award is presented to an individual who has demonstrated superior achievement in addressing issues of problem and pathological gambling in Missouri.



Dr. Westley Clark

### Save the Date!

The 2006 Midwest Conference on Problem Gambling and Substance Abuse will be Aug. 16-18, 2006, at the Hyatt Regency Crown Center in Kansas City.

Details will be posted on the Alliance's Web site, as they become available.

## Missouri Awards (continued)

"Joanna not only was instrumental in creating a comprehensive compulsive gambling treatment training program for Missouri's counselors, she also has strongly supported Missouri's many outreach programs, both on the national and state levels," said Kevin Mullally, director of the Missouri Gaming Commission and former chairman of the Missouri Alliance.

"This award is just a small way to thank Joanna for her many contributions to and relentless support for Missouri's problem gambling treatment and awareness programs," Mullally said.



Alliance member Keith Spare presents Joanna Franklin with the Alliance award.

## Service Award Presented For Preparation of Winning Proposal

Kami Delameter, public affairs assistant for the Missouri Lottery, received the Missouri Alliance's annual Service Award for extraordinary contributions in preparing the winning bid proposal to bring the National Council on Problem Gambling Conference to Missouri in June 2007.

Kevin Mullally, former chairman of the Alliance, said that getting the opportunity to host the National Council's annual meeting is a compliment to the strength of Missouri's problem gambling programs and the Alliance.

"This will be the first time the conference will be held in the Missouri and the first time in several years that the conference has been in the Midwest," Mullally said.

"Kami's extraordinary work on the conference bid proposal sealed a fantastic opportunity for the state of Missouri."

The National Council on Problem Gambling conference is scheduled for June 2007 in Kansas City.



Keith Spare presents award to Kami Delameter.

## Help, Information Can Be Found at 888BETSOFF.org

Looking for a list of certified compulsive gambling counselors, the *Bets Off Bulletin* or helpful Web sites, visit the Alliance's Web site at 888BETSOFF.org.

The Bets Off Web side has been helping Missouri residents stay informed about problem gambling programs within the state and throughout the world since its launch in 1999.

The Web site includes:

- A comprehensive list of certified compulsive gambling counselors by county;
- Helpful Web sites and links;
- Links to the Midwest Conference on Problem Gambling and Substance Abuse presentations and information;
- Alliance news releases;
- Warning signs of compulsive gambling; and
- In-school addiction prevention programs.

# Statewide Health Study Includes Problem Gambling Statistics

For the first time in Missouri, questions related to gambling were included in the Missouri Behavioral Risk Factor Surveillance System (BRFSS) survey. Results from the survey, which was conducted in 2004 by the Missouri Department of Health and Senior Services, indicate that approximately 0.9 percent of individuals surveyed said they had financial problems due to their gambling activities in the past year. Another 1.3 percent of the respondents said they experienced work, personal or family problems due to their past year gambling.

The BRFSS, a cross-sectional telephone survey of 4,923 adults, is conducted by state health departments with technical and methodological assistance provided by the national Centers for Disease Control and Prevention (CDC). Every year, states conduct monthly telephone surveillance using a standardized questionnaire to determine the distribution of risk behaviors and health practices among non-institutionalized adults. The states forward the responses to the CDC, where the monthly data are combined.

About 32 percent of the Missouri residents surveyed said they participated in gambling activities during the past 12 months.

The 2004 BRFSS survey was the first time Missouri's specific gambling and problem gambling rates were studied on a statewide basis. Members of the Missouri Alliance to Curb Problem Gambling sponsored the addition of the problem gambling questions to the survey.

The objective of the BRFSS gambling questions is to determine state-specific indicators of the presence of problem gambling.

"We're pleased that our questions were included in the 2004 survey," said Kevin Mullally, executive director of the Missouri Gaming Commission and chairman of the Alliance. "We're planning to use this information, along with data we may obtain from future surveys, to enhance our education and outreach programs for problem gamblers and their family members."

According to Mullally, Iowa has included questions about gambling on its version of the BRFSS survey for the past several years. Iowa's 2004 BRFSS results indicate that 27.1 percent of the state residents surveyed indicated that they had gambled in the past 12 months. Approximately 1.1 percent stated that the money they had spent gambling led to financial problems, and 1.2 percent stated that the time they had spent gambling led to problems in their family, work or personal life.

For more information concerning the 2004 Missouri BRFSS survey, contact the Missouri Department of Health and Senior Services at (573) 751-6062.

*"We're planning to use this information, along with data we may obtain from future surveys, to enhance our education and outreach programs for problem gamblers and their family members."*

- Kevin Mullally

## 'Bets Off Bulletin' Keeps Subscribers Informed

The *Bets Off Bulletin*, a free quarterly publication, continued to help keep subscribers informed on problem gambling issues and programs in Missouri.

The publication is free and is available on the Alliance's Web site at: [www.888BETSOFF.org](http://www.888BETSOFF.org).

To subscribe to the *Bulletin* e-mail, send your e-mail address to [perezs@molottery.com](mailto:perezs@molottery.com). You also can receive the *Bulletin* with the U.S. Postal Service. Send your name and address to: *Bets Off Bulletin*, c/o Missouri Lottery, PO Box 1603, Jefferson City, MO 65012-1603.



# Member Roles

## Missouri Council on Problem Gambling Concerns Inc.

The Missouri Council on Problem Gambling Concerns spent much of 2005 re-organizing and assessing our goals and mission. A new slate of officers was elected and members added. We have continued to advocate for the needs of problem gamblers and their families for services and public awareness.

As the Affiliate member organization from Missouri we advocated strongly and successfully for the 2007 National Conference to be held in Missouri. There were National Council Board members who advocated for other more exotic locations. However we assured them that



the members of the Missouri Alliance to Curb Problem Gambling represent a unique group of advocates. Further the success of the two Midwest Conferences on Problem Gambling and Substance Abuse as a four-state collaborative effort was also quite persuasive. It is a wonderful opportunity to bring the best minds in compulsive gambling to Missouri and show them our fine hospitality.

Following is the slate of new officers and MCPGC Board members:

Chair: Keith Spare

Treasurer: Jack Buchan

Secretary: Arlene Miller

Vice President: Stan Bier

Members: Rick Cox, Michelle Jakobe, and Dan Smith

### Mission Statement:

#### AIMS of MCPGC

Advocate Treatment Services for Problem Gamblers and their families;

Increase public awareness of problem gambling;

Maintain and expand programs for education, intervention, prevention and research on the impact of gambling;

Support and promote public policy and legislations to achieve these goals.

### Action Goals:

#### Advocate (Treatment Services):

- Continue training (new and advanced);
- Increase problem gambling funding;
- Increase funding for public education;
- Development of treatment for specific populations (i.e., adolescents, seniors, incarcerated);
- Develop a full continuum of services.

#### Increase Public Awareness:

- Regional conference;
- National Problem Gambling Awareness Week/Month;
- Responsible Gaming Education Month (August);
- 1-888-Bets-Off;
- National Conference on Problem Gambling, June 2007;
- Media campaign;
- Missouri Council Web site;

## Member Roles (continued)

- Increase knowledge of support services for problem gambling (i.e., GA, Gamanon, counseling private and public)

### **Maintain and Expand Programs (education, intervention, prevention, and research):**

- Develop adolescent (diversion) program;
- Schools;
- Prisons;
- Court resources (including gambling court).



### **Support and Promote Public Policy:**

- Increase funding;
- Analyze safety net;
- Meet national standard of education, prevention and treatment;
- Legislative tracking;
- Provide Legislature with resources for decision making.

Spare proposed that the council's vision statement be changed to: "Missourians responding to the concerns and needs of problem gamblers, their families and their communities."

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## Missouri Division of Alcohol & Drug Abuse

Insuring the availability of free treatment services to compulsive gamblers and their family members is a primary responsibility of the Missouri Department of Mental Health's Division of Alcohol and Drug Abuse (DADA). More than 360 individuals received free treatment in fiscal year 2005 through contracted providers around the state. Additionally, the DADA serves as the certifying body for compulsive gambling counselors in the state of Missouri.



As of December 2005, there were 94 compulsive gambling counselors certified in Missouri. Twenty of these counselors were newly certified in 2005 following a division-sponsored training series over the winter. The DADA has contracts with 19 agencies to provide compulsive gambling treatment services. These contracted agencies must employ a Missouri-certified compulsive gambling counselor in order to provide the free treatment services. A comprehensive list of contracted providers, as well as a list of certified compulsive gambling counselors, can be found in this report. These lists can also be accessed at [www.888BETSOFF.org](http://www.888BETSOFF.org) and at [www.dmh.mo.gov](http://www.dmh.mo.gov).

Funding for treatment is derived from a portion of the admission fees paid by the casinos to the state that is then appropriated annually to the DADA. This funding allows for the provision of free treatment services. To receive services, gambling clients must be 18 years of age, be residents of the state of Missouri, and meet diagnostic criteria for pathological gambling as set forth in the *Diagnostic and Statistical Manual of Mental Disorders*. Services available to gamblers include individual counseling, group counseling and family therapy. Family members affected by a problem gambler can also receive treatment services, which include individual codependency counseling, group codependency counsel-

## Member Roles (continued)

ing and family therapy. A primary reviewer, who is also a certified compulsive gambling counselor, conducts a clinical review process to preauthorize treatment services.

To become certified as a compulsive gambling counselor in the state of Missouri, candidates must successfully complete a DADA-approved 60-hour training program on problem gambling (approved by the National Council on Problem Gambling) and its impact, assessment, treatment, education and prevention. In addition, they must be licensed as a professional counselor, clinical social worker, psychologist, or psychiatrist in Missouri, or, be certified as a substance abuse counselor through the Missouri Substance Abuse Counselors Certification Board. To remain certified, the compulsive gambling counselors must meet specific renewal requirements for continuing education and keep their qualifying credential in good standing.



The Department of Mental Health offered advanced training opportunities for gambling counselors at the annual Spring Training Institute held May 18-20, 2005 at Osage Beach, Missouri. Two of the workshops held at the conference were conducted by an expert in the field of compulsive gambling. Deborah Haskins presented these sessions, entitled, "Cultural Competencies: Issues for Problem Gambling and Other Substance Issues," and "Cultural Diversity and Problem Gambling."

A tremendously valuable training resource for certified compulsive gambling counselors and other persons interested in the field was offered through the Midwest Conference on Problem Gambling and Substance Abuse that occurred August 24 through August 26, 2005. The Kansas City conference represents a unique collaborative effort between the states of Missouri, Iowa, Nebraska and Kansas, in partnership with the Substance Abuse and Mental Health Services Administration Center for Substance Abuse Treatment (SAMHSA/CSAT). The Division of Alcohol and Drug Abuse assisted in the long-range planning and facilitation of the event and also served as a conference sponsor.

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## Missouri Gaming Association

The Missouri Gaming Association (formerly the Missouri Riverboat Gaming Association) funds 1-888-BETSOFF, a statewide telephone crisis line and referral service for problem gambling. 1-888-BETSOFF provides immediate crisis response and referral to the statewide network of outpatient counseling clinics and certified compulsive gambling counselors.

The telephone line is managed by Life Crisis Services, a provider of quality intervention services with emphasis on caring support for callers and treatment referrals. 1-888-BETSOFF is answered by social workers and counselors who have completed additional training in compulsive gambling counseling.



Missouri Gaming Association (MGA) funding also supports continuing education programs for Life Crisis treatment counselors.

MGA's responsible gaming programs were established in 1995. The Missouri gaming industry developed voluntary programs based on a survey of best practices within the industry and with the counsel of treatment professionals. The programs are funded by the gaming industry and have evolved over the past ten

## Member Roles (continued)

years to what is described below. Casino senior management is committed to responsible gaming programs. The help-line phone number is included on all collateral materials – player’s cards, advertising, brochures, signs, etc.

MGA member firms have specific programs designed to address responsible gaming issues at their facilities. All Missouri casino companies have an employee designated as director of responsible gaming programs.

MGA’s Responsible Gaming Program is comprised of three components:

- Project 21, which addresses underage gambling;
- Programs that focus on problem gambling; and
- Alcohol awareness programs to promote responsible consumption of alcohol.

The goals of these components are to create awareness inside the various casinos, involve employees in addressing the issues, create awareness outside the casino and in the communities and provide resources for those who need help. The goals are implemented by a committee of the MGA Board of Directors that is comprised of representatives of each casino company.

There are a variety of tools used by MGA member firms to create awareness of responsible gaming issues. 1-888-BETSOFF is displayed in strategic locations throughout the casinos on posters and in pamphlets produced by the Missouri Lottery. All Missouri casinos display posters communicating key messages in high-traffic customer areas and employee back-of-house areas. These areas include casino entrances, ticket counters, cashier cages, cash access machines, employee break rooms and time clocks. Additionally, responsible gaming messages are communicated on telephone hold messages, hotel television (in-house channel), video wall messaging and promotional of messages.

Each casino provides educational awareness programs designed to formally train employees about compulsive gambling and offer directional assistance to problem gamblers. These programs also allow patrons to exclude themselves voluntarily from marketing materials, check cashing or an outright casino ban.

Making a smart bet in most games includes understanding the game. With this in mind, all Missouri casinos offer brochures that provide information about the advantage casinos have in various games. Published by the American Gaming Association, a national trade association of the gaming industry, *The House Advantage – A Guide to Understanding the Odds*, discusses mathematical probabilities and other factors that impact winning and losing and also addresses some common myths associated with gambling.

The employee training programs are designed to help frontline employees recognize the signs that researchers believe indicate someone may have a gambling problem. Gaming employees recognize that they are not social service counselors. Such awareness training is designed to place employees at a comfort level to understand the company’s position on the issue of problem gambling and supplies them with valuable information that potentially helps others by providing direction to help from trained professionals.

All casinos provide employees with informational training on responsible gaming subjects. Recognizing the importance of getting employees involved early, responsible gaming is part of orientation for all new hires. The training programs reach a wide range of responsible gaming issues, including how to iden-



## Member Roles (continued)

tify the signs and symptoms of problem gambling, tips on spotting underage customers and ways to prevent intoxication in the serving of alcohol. Additionally, all Missouri casinos have adopted procedures for dealing with unattended children and underage gambling.

All casinos participate in initiatives to intervene with intoxicated guests. Each property participates in a designated driver program or arranges cab rides as needed. Several companies have extended their server-training program to valet parking employees. As a last step for patrons who refuse intervention, local police authorities are notified. Missouri casinos do not serve complimentary alcoholic drinks on the casino floor. Furthermore, all alcoholic beverages must be purchased with cash, which results in a transaction that assists the server in assessing the sobriety of the guest. Missouri was one of the first gaming jurisdictions to impose a cash charge for alcohol in the gaming area.



MGA encourages patrons to establish their own limits and provides direction to others by developing a set of personal guidelines to determine whether, when and how much to gamble. Personal guidelines should be developed with the following precepts in mind:

- The decision to gamble is a personal choice;
- Gambling is not essential for having a good time;
- What constitutes an acceptable loss needs to be established before starting to gamble; and
- There are times when people should not gamble.

Missouri casinos recognize that dealing with disordered and underage gambling is not only the right thing to do, it is also good business. MGA members have implemented the AGA's Code of Conduct as a commitment to a comprehensive, industry-wide approach to promoting responsible gaming. The code encompasses employee assistance and training, alcohol service, advertising and marketing, public awareness, and support for problem gambling research initiatives.

### Casino Employees Learn to Identify Problem Gamblers

Joe stays at the slot machines for hours at a time. He has missed work, lied to his spouse, and overdrawn his checking account. Now down to his last few dollars, he looks forlornly at the casino employee manning his station among the bank of machines. "I think I have a problem," he says to the polite employee. What's the employee to do?

Thanks to Sue Self, program director for Life Crisis Services, employees at 10 casinos in Missouri now know more about identifying a problem or compulsive gambler. More importantly, they know where people like Joe can get help.

Life Crisis Services (LCS) operates 888-BETSOFF, the 24-hour help line for Missouri problem gamblers and their families and friends, funded by the Missouri Gaming Association. LCS is one of the nation's oldest crisis hot lines; providing services for nearly 40 years. It is the agency's long-standing experience with people in crisis and outstanding reputation for providing suicide intervention that makes the agency a perfect fit for providing the help line for Missouri's problem gamblers. Statistical data show that problem gamblers are at a higher risk for suicide than those who do not struggle with the addiction.

For many casino employees, identifying a problem gambler and knowing

## Member Roles (continued)

where to direct that person to get help isn't easy.

"I think it was a great idea, to provide in-services on problem gambling as part of this year's Responsible Gaming Education Week," Self said.

Casino employees who attended the presentations given by Self were given very concrete examples of behaviors of addicted gamblers.

"They asked questions and offered their own examples," she said. "It was an opportunity for me to put a face on the help line, explain what we do and to help the employee know more about what happens when someone calls 888-BETS OFF."

Helping casino employees to spot problem gamblers and provide good information if they ask for help became a priority this year during the Missouri Alliance to Curb Problem Gambling's "Responsible Gaming Education Month" in August. Self made presentations to groups of employees in a whirlwind tour of Missouri's casinos from July 26 through August 5.

Her focus was on teaching employees to spot the symptoms of compulsive gambling and providing information that employees could provide when asked. More than 400 employees, ranging from management to casino staff, attended the presentations.

According to Self, employees at these casinos now know where to direct people who need help.

The help line is staffed by social workers and counselors who have completed additional training in compulsive gambling counseling.

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## Missouri Gaming Commission

Nearly 1700 individuals initiated applications during 2005 for placement in Missouri's voluntary exclusion program (also known as the "DAP program"), a 12.6 percent increase over the number of applications submitted in 2004. As 2005 came to a close, just over 9500 individuals had self-excluded for life from all Missouri casinos through the program.

The Missouri Gaming Commission (Commission) created the voluntary exclusion program in 1996 in response to a citizen's request to be banned from the excursion gambling boats because he recognized the need for an external tool to self-exclude from all casinos in the state as a part of his recovery program.<sup>1</sup> The first of its kind in the U.S., this unique program provides problem gamblers with a method to acknowledge a gambling problem and take personal responsibility for it by agreeing to stop visiting riverboat casinos. At that time, the consensus in the field among treatment professionals and researchers was that there is no cure for pathological gambling and therefore the program should be for life with no provision for removal.

Under the rules of the program, the problem gambler accepts responsibility for staying out of Missouri excursion gambling boats, and agrees that it is not the responsibility of the boats nor the Commission to prevent them from entering the gambling boat. The problem gambler also agrees that if s/he chooses to violate the program and is discovered, s/he will be arrested for trespassing. This trespass arrest both provides a tangible consequence to the behavior, as well as a pipeline for treatment since the Commission uses it as an opportunity to again provide the



## Member Roles (continued)

individual with information regarding counseling opportunities and other resources available.

Under this program, the Commission requires all licensees (excursion gambling boat operators) to:

- Remove persons in the program from their direct marketing lists;
- Deny membership in player programs and invalidate player's club accounts;
- Deny check cashing privileges; and
- Consult the list of people in the program before paying out any jackpot of \$1,200 or more<sup>2</sup>.

Since the inception of the program, the amount of research and information available on problem gambling issues has increased. Although the program, as it was initially adopted was a good start, the Commission has been actively investigating and drafting a proposed revision to the Voluntary Exclusion Program to better address the needs of citizens.



The Commission continues to receive requests from residents who are seeking to self-exclude for a limited period as they deal with stressful life event (divorce, loss of a loved one, significant health problem, etc.). In response to these requests, as well as recent research, the Commission investigated revising the program to offer a “menu” of self-exclusion options. While the research and treatment community still advocate that pathological gamblers are unable to resume gambling activity in a responsible manner, recent research also indicates there are other individuals who experience problems from their gambling activity but do not necessarily progress to the more extreme level of pathological gambler, and may only experience episodic gambling problems during a traumatic life event, such as a divorce or loss of a loved one. These individuals could potentially benefit greatly from a tool that allows them to self-exclude statewide for a pre-set period of time.

Furthermore, there are also a number of pathological gamblers who have expressed that they are not yet ready to commit to a lifetime self-exclusion, but are interested in some other period of self-exclusion. Anecdotal evidence has shown that many of these individuals exclude with individual casinos and later choose to place themselves on the statewide exclusion list. Therefore, they too could benefit from the availability of additional options for the self-exclusion period.

The Commission plans to initiate the formal rulemaking process and formally present the proposed rules and amendments for review in 2006. Updates on the status of this proposed revision to 11 CSR 45-17 will be available online at [www.mgc.dps.mo.gov](http://www.mgc.dps.mo.gov) once the formal rulemaking process is initiated.

In addition to administering the voluntary exclusion program, the Commission expanded its participation at various special topic conferences in 2005 to promote problem gambling awareness and prevention, and Executive Director Kevin Mullally was Chairman of the Alliance through August 2005. The Commission's problem gambling program also includes:

- Assist problem gamblers and their families in locating treatment and other resources;
- Promote the award-winning “Beat Addiction – Choose the Right Path” video kit (available free of charge to Missouri schools), as well as assemble the kits and help distribute them through a variety of exhibits, speaking engagements,

## Member Roles (continued)

and direct requests;

- Provide funding for the in-school assembly and classroom program, “Addiction – The Game No One Wins;”
- Train Commission employees in problem gambling issues and enforcement procedures for the voluntary exclusion program;
- Assist in the planning and development of the annual Midwest Conference on Problem Gambling and Substance Abuse (details about this event can be found on the conference Web site:  
[www.888betoff.org/links/midwest\\_conference.shtm](http://www.888betoff.org/links/midwest_conference.shtm))
- Participate in the Midwest Consortium on Problem Gambling and Substance Abuse
- Provide informational presentations and/or exhibits at conferences and workshops to raise awareness of problem gambling issues and the free help available to problem gamblers and their families;
- Develop and maintain supply of collateral materials for education and prevention efforts and assembles information on problem gambling resources throughout the state and continent;
- Review pending legislation for potential impact on problem gambling issues; and
- Continued membership in the National Council on Problem Gambling as well as a member of the Missouri Council on Problem Gambling Concerns Inc.



<sup>2</sup>Internal Revenue Service form W2-G is required for any jackpot of \$1,200 or more. Because this form requires the patron’s social security number, the List of Disassociated Persons can be efficiently referenced.

<sup>1</sup>The program is formally called the List of Disassociated Persons. The provisions of the program can be found at 11 CSR 45-17, et. seq. This rule is also available on-line at <http://www.sos.mo.gov/adrules/csr/current/11csr/11c45-17.pdf>. You will need Adobe Acrobat Reader to view this file.

## Missouri Lottery

Building awareness of problem gambling and the availability of free help remained the focus for the Missouri Lottery in 2005. The Lottery helped to plan and coordinate the regional conference, continued to build awareness of the danger of underage gambling and strengthened public awareness programs and services.

Lottery employees were again involved in the planning of the Midwest Regional Conference on Problem Gambling and Substance Abuse in Kansas City. The second annual conference drew the largest attendance yet. Lottery employees were involved in the planning of the conference and built and maintained the conference Web site. Lottery employees also assisted in registration of conference attendees, media awareness and coordination, and video-tapping of speakers and workshop presenters.



The Lottery values its role as a founding member of the Missouri Alliance to Curb Problem Gambling, and strives to expand its public awareness programs each year.

The Lottery created and maintains the Alliance's Web site,

## Member Roles (continued)

[www.888betsoff.org](http://www.888betsoff.org), which was expanded and improved during 2005. A comprehensive list of certified compulsive gambling counselors by county was added to the Web site in 2005. Links to the Midwest Conference Web site and Alliance news also were added in 2005. The Web site also provides Internet users with information about the Alliance and its activities, frequently-asked questions, resources and links to other problem gambling sites and organizations.

Subscribers to the Lottery-produced *Bets Off Bulletin*, a free quarterly newsletter for the Alliance, continued to grow. The newsletter includes news, research, features and upcoming events to help keep subscribers informed on what is happening in Missouri. Subscriptions to the newsletter are free, and it is available on the Alliance's Web site at [www.888betsoff.org](http://www.888betsoff.org).



The Lottery continues to promote the use of the Alliance's public service announcements (PSA). The Lottery-produced PSAs are disseminated statewide to radio and television stations.

For the fifth straight year, the Lottery also financially supported the in-school assembly and classroom program, "Addiction – The Game No One Wins." The Lottery's responsible gaming coordinator serves as the program's coordinator for the Alliance.

Also in 2005, the Lottery's responsible gaming coordinator completed the 60-hour compulsive gambling counselor training to gain a better understanding of the treatment side of problem gambling.

The Lottery's responsible gaming program also includes:

- Placement of permanent outdoor billboards in Kansas City and St. Louis that publicize the 1-888-BETSOFF help line number;
- Placement of the 888-BETSOFF help line number and "Play Responsibly" on the back of all Lottery tickets and on the Lottery's Web site;
- Placement of stickers stating "Players must be 18 or older" are on all Lottery Numbers terminals and Instant Ticket Vending Machines at retail locations;
- Printing of "Players must be 18 or older" messages on the back of Numbers game tickets and Scratchers tickets;
- Promoting the 1-888-BETSOFF help line number through placement of posters and brochures in Lottery retail locations;
- Tips for retailers to help their customers play responsibly in retailer publications;
- Reminders that players must be 18 or older and "play responsibly" messages are included in all Lottery's publications, including a player newsletter, a retailer publication and the Lottery's fact book;
- Exhibiting and presenting at conferences and workshops to raise awareness of problem gambling issues and the free help available to problem gamblers and their families;
- Creating and maintaining adequate supply of public awareness posters and brochures for Alliance members;
- Creating and producing informational videos for the Alliance;
- Training of Lottery employees in problem-gambling sensitivity; and
- Development of a Code of Ethics for Lottery advertising.

## Member Roles (continued)

### Port Authority of Kansas City, Missouri

The Mayor and City Council of Kansas City delegated the local administrative oversight of casino gambling operations to the Port Authority. As part of the Ameristar Casino and the Isle of Capri Casino agreements to locate within the city, they make financial contributions to the Problem Gaming Fund. The Port Authority administers the fund which is used to promote awareness, treatment efforts, and underwrite research that advances understanding of problem gambling.



In 2003, the Port Authority funded a study by Harvard Medical School, which evaluated the data from Missouri's self-exclusion list. Phase I results, released in 2005, concluded that Missouri's self-exclusion list is a valid indicator for the prevalence of problem gambling. This research can be utilized to assist public health planners in efficiently directing resources and programming to the areas of greatest need.

The Port Authority was the host sponsor of the 2005 Midwest Conference on Problem Gambling and Substance Abuse in Kansas City. During the conference, the Port Authority announced their Request for Proposal for projects researching the onset age of problem gambling and innovative ways to increase awareness of problem gambling among school-age youth. Recently, the Port Authority announced three grants totaling \$160,000. Washington University will conduct research on gambling behavior among college age adults. Second Chance Foundation will present assemblies to middle school age students on awareness of problem gambling. The Partners in Prevention, based at University of Missouri-Columbia, will help equip student leaders in identifying behaviors susceptible to problem gambling. Also, they will identify resources available to help problem gamblers.

### Project 21 Scholarship Contest

Each school year, the Missouri Gaming Association offers its Project 21 Scholarship program to Missouri high school seniors. The program is intended to raise awareness among underage individuals that it is illegal for persons under the age of 21 to gamble at a Missouri casino.

The Missouri gaming industry has established stringent standards for enforcement of underage gambling. Tough laws are in place, but education and awareness may be more effective. Through creative and artistic talents, students can raise awareness among their peers. The specifics of the program are as follows:

- The contest is open to Missouri high school seniors only.
- Students may submit in three categories: article, poster, or video tape.
- Two \$1,500 Scholarships will be awarded.
- Four \$ 1,000 Scholarships will be awarded.
- Winning essays must be displayed in the school newspaper or magazine. Winning posters must be displayed for two weeks in student common areas. Winning video tape must be viewed at a student body meeting.

# Alliance Member Representatives, Contacts

## **Missouri Council on Problem Gambling Concerns Inc.**

5128 Brookside Blvd.  
Kansas City, MO 64112-2736

President: Keith Spare  
Phone: (816) 889-4662  
Cell phone: (816) 531-7133  
Fax: (816) 861-5087  
E-mail: keithspare@aol.com or  
kspare@samuelrodgers.org

## **Missouri Department of Mental Health Division of Alcohol & Drug Abuse**

1706 E. Elm, PO Box 687  
Jefferson City, MO 65102

Director: Michael Couty  
Phone: (573) 751-4942  
Fax: (573) 751-7814

Compulsive Gambling/Clinical Review Program  
Specialist II: Nora Bock  
Phone: (573) 751-8104  
Fax: (573) 751-9296  
E-mail: nora.bock@dmh.mo.gov

Prevention Unit Coordinator: Angie Stuckenschneider  
Phone: (573) 751-9105  
Fax: (573) 751-8166  
E-mail: angie.stuckenschneider@dmh.mo.gov

## **Missouri Gaming Association**

6609 Clayton Road  
Suite 2 West  
St. Louis, MO 63117

Executive Director: Mike Ryan  
Phone: (314) 721-7704  
Fax: (314) 721-1717  
E-mail: mike.ryan@missouricasinos.org

Chairman, MGA Responsible Gaming  
Committee: Matthew Block  
Director of Governmental Affairs  
Ameristar Casinos Inc.  
PO Box 33480  
Kansas City, MO 64120  
Phone: (816) 414-7152  
Fax: (816) 414-7360  
E-mail: matthew.block@ameristarcasinos.com

## **Missouri Gaming Commission**

3417 Knipp Dr.  
PO Box 1847  
Jefferson City, MO 65102-1847

Problem Gambling Program Administrator:  
Melissa Stephens  
Phone: (573) 526-4080 or (573) 522-1373  
Fax: (573) 526-1999  
E-mail: Melissa.Stephens@mgc.dps.mo.gov

Gaming Enforcement Manager: Ernie Raub  
Phone: (573) 526-2330  
Fax: (573) 526-4084  
E-mail: Ernest.Raub@mgc.dps.mo.gov

Problem Gambling Program Assistant:  
Annette Turner  
Phone: (573) 526-4089  
Fax: (573) 526-1999  
E-mail: Annette.Turner@mgc.dps.mo.gov

## **Missouri Lottery**

1823 Southridge  
PO Box 1603  
Jefferson City, MO 65102-1603

Executive Director: Larry Jansen  
Phone: (573) 751-4050  
Fax: (573) 751-5215  
E-mail: jansel@molottery.com

Director of Communications: Gary Gonder  
Phone: (573) 526-7426  
Fax: (573) 751-5215  
E-mail: gondeg@molottery.com

Responsible Gaming Program Coordinator:  
Shelly Perez  
Phone: (573) 526-7467  
Fax: (573) 751-5215  
E-mail: perezs@molottery.com

Public Affairs Assistant: Kami Delameter  
Phone: (573) 526-7466  
Fax: (573) 751-5215  
E-mail: delamk@molottery.com

## **Port Authority of Kansas City, Missouri**

10 Petticoat Lane #250  
Kansas City, MO 64106

Member of the Board of Directors: Joanne Collins  
128 W 13<sup>th</sup> St. #921.  
Kansas City, MO 64105  
Phone: (816) 221-2023

Business Development Officer: Steve Rinne  
Phone: (816) 691-2129  
Fax: (816) 221-0189  
E-mail: srinne@edckc.com

# Important Web Sites, Information

## Missouri Alliance to Curb Problem Gambling

Help Line: 1-888-BETSOFF (1-888-238-7633)  
[www.888betsoff.org](http://www.888betsoff.org)

### Alliance Members:

#### Missouri Department of Mental Health

[www.dmh.missouri.gov](http://www.dmh.missouri.gov) and  
[www.missouriprevention.org](http://www.missouriprevention.org)

#### Missouri Gaming Commission

[www.mgc.dps.mo.gov](http://www.mgc.dps.mo.gov)

#### Missouri Lottery

[www.molottery.com](http://www.molottery.com)

#### Missouri Gaming Association

[www.mrga.org](http://www.mrga.org)

#### Port Authority of Kansas City

[www.kcportauthority.org](http://www.kcportauthority.org)

### Self-Help/Support Sites:

#### Kansas & (western) Missouri Area Gamblers

Anonymous and Gam-Anon  
[www.gamblersanonymousksmo.org](http://www.gamblersanonymousksmo.org)

#### Gamblers Anonymous

[Www.gamblersanonymous.org](http://Www.gamblersanonymous.org)

#### Gam-Anon

[www.gam-anon.org](http://www.gam-anon.org)

#### Women Helping Women Recovery Newsletters

[www.femalegamblers.org](http://www.femalegamblers.org)

#### Your First Step to Change (Free On-Line Toolkit for Problem Gamblers):

[www.basisonline.org/toolkits/FirstStepSite/main.htm](http://www.basisonline.org/toolkits/FirstStepSite/main.htm).

#### Missouri Coalition Against Domestic Violence

(800) 799-7233 [www.mocadv.org](http://www.mocadv.org)

#### SAVE ~ Suicide Awareness Voices of Education (Suicide Prevention)

(800) SUICIDE (1-800-784-2433)  
[www.save.org](http://www.save.org)

## Identity Theft, Credit Bureaus and Financial Assistance Sites:

### Federal Trade Commission (Identity Theft)

[www.ftc.gov/bcp/conline/pubs/credit/idtheft.htm](http://www.ftc.gov/bcp/conline/pubs/credit/idtheft.htm)

### Social Security Administration (Identity Theft)

To report fraud: (800) 269-0271  
[www.ssa.gov/pubs/idtheft.htm](http://www.ssa.gov/pubs/idtheft.htm)

### Identity Theft Resource Center

[www.idtheftcenter.org](http://www.idtheftcenter.org)

### Equifax (credit-reporting bureau)

To report fraud: (800) 525-6285  
[www.equifax.com](http://www.equifax.com)

### Experian (formerly TRW; credit-reporting bureau)

To report fraud: (888) EXPERIAN (888-397-3742) [www.experian.com](http://www.experian.com)

### Trans Union (credit reporting bureau)

To report fraud: (800) 680-7289  
[www.transunion.com](http://www.transunion.com)

### U.S. Department of Justice - Approved Credit Counseling Agencies

[www.usdoj.gov/ust/eo/bapcpa/ccde/cc\\_approved.htm](http://www.usdoj.gov/ust/eo/bapcpa/ccde/cc_approved.htm)

### Research/Information Sites:

#### National Council on Problem Gambling

[www.ncpgambling.org](http://www.ncpgambling.org)

#### Institute for Research on Pathological Gambling and Related Disorders

[www.hms.harvard.edu/doa](http://www.hms.harvard.edu/doa)

#### Responsible Gambling Council (Ontario)

[www.responsiblegambling.org](http://www.responsiblegambling.org)

#### Institute for Problem Gambling

[www.gamblingproblem.org](http://www.gamblingproblem.org)

#### International Center for Youth Gambling Problems and High-Risk Behaviors

[www.youthgambling.com](http://www.youthgambling.com)

#### The WAGER (Weekly Addiction Gambling Education Report)

[www.basisonline.org/wager/index.htm](http://www.basisonline.org/wager/index.htm)

# Certified Compulsive Gambling Agencies/Counselors

The agencies in **bold print** have contracts to provide free gambling services in Missouri. However, having a contract does not guarantee the agency has a Certified Compulsive Gambling Counselor (CCGC) on staff. Interested parties are encouraged to contact the provider to inquire about CCGC availability.

ARNOLD (Jefferson County)  
**COMTREA (Community Treatment Inc.)**  
21 Municipal Drive  
Arnold, MO 63010  
(636) 931-2700

Melodye Harris -Juelfs (CCGC)  
**COMTREA**

CAPE GIRARDEAU (Cape Girardeau County)  
**SEMO Community Treatment Center**  
1017 Independence  
Cape Girardeau, MO 63703  
(573) 335-3611

CHESTERFIELD (St. Louis County)  
Melodye Harris -Juelfs (CCGC)  
16216 Baxter Road, Ste. 340  
Chesterfield, MO 63017  
(636) 236-6099

CLAYCOMO (Clay County)  
Roger Johnson (CCGC)  
Northland Family Counseling Center  
429 NE 69 Highway  
Claycomo, MO 64119  
(816) 452-8777

CLAYTON (St. Louis County)  
Lia Nower (CCGC)  
Box 16676  
Clayton, MO 63105  
(800) 313-3092

CLINTON (Henry County)  
**Pathways Community Behavioral Healthcare, Inc.**  
1800 Community Drive; PO Box 507  
Clinton, MO 64735  
(660) 885-8131

Rolf Leed (CCGC)  
**Pathways Community Behavioral Healthcare, Inc.**

DEXTER (Stoddard County)  
**SEMO Community Treatment Center**  
#3 Corporate Drive  
Dexter, MO 63841  
(573) 624-6937

FARMINGTON (St. Francois County)  
**SEMO Community Treatment Center**  
5536 Highway 32 East; PO Drawer 459  
Farmington, MO 63640-0459  
(573) 756-5479

FESTUS (Jefferson County)  
**COMTREA (Community Treatment, Inc.)**  
227 Main Street  
Festus, MO 63028  
(636) 931-2700

Quincy Hardy (CCGC)  
**COMTREA**

Melodye Harris -Juelfs (CCGC)  
**COMTREA**

HANNIBAL (Marion County)  
**Hannibal Council on Alcohol & Drug Abuse**  
146 Communications Dr  
Hannibal, MO 63401  
(573) 248-1196

HAYTI (Pemiscot County)  
**Family Counseling Center, Inc.**  
N. Hwy J.; PO Box 441  
Hayti, MO 63851  
(573) 359-2600

Glenda Edwards (CCGC)  
**Family Counseling Center, Inc.**

HIGGINSVILLE (Lafayette County)  
**Pathways Community Behavioral Healthcare**  
312 W. 19<sup>th</sup> Street  
Higgensville, MO 64037  
(660) 584-5600

Michelle Dahlstrom  
**Pathways Community Behavioral Healthcare**

HIGH RIDGE (Jefferson County)  
Dale Brannan (CCGC)  
Safety Council of Greater St. Louis  
1598 Gravois Rd.  
High Ridge, MO 63051  
(314) 471-4925

HOUSTON (Texas County)  
**SEMO Community Treatment Center**  
1597 North Highway 63  
Houston, MO 65483  
(417) 967-2887

# Certified Compulsive Gambling Agencies/Counselors (continued)

INDEPENDENCE (Jackson County)

**Comprehensive Mental Health Services/  
Renaissance West**  
10901 Winner Road  
Independence, MO 64052  
(816) 254-3652  
Cindy Claxton (CCGC)  
**Comprehensive Mental Health Services/  
Renaissance West**

JEFFERSON CITY (Cole County)

**Family Counseling Center of MO, Inc.**  
204 Metro Drive, Ste B  
Jefferson City, MO 65019  
(573) 634-4591

Don Smith (CCGC)

**Family Counseling Center of MO, Inc.**

Don Cline (CCGC)

St. Mary's Mental Health Services  
3702 W. Truman Blvd.  
Jefferson City, MO 65109  
(573) 634-5303  
*Private Practice:*  
2409 Hyde Park Rd  
Jefferson City MO 65109  
(573) 635-3144

JOPLIN (Jasper County)

Michael Londe (CCGC)  
**Tri-Star Counseling, Inc.**  
2727 East 32<sup>nd</sup> Street, Ste 9  
Joplin, MO 64804  
(417) 781-2868 or (800) 621-3426

KANSAS CITY (Jackson County, Clay County)

**Comprehensive Mental Health Services/  
Renaissance West**  
5840 Swope Parkway  
Kansas City, MO 64130  
(816) 333-2990

**Tri-County Mental Health**  
8080 Ward Parkway, Ste 330  
Kansas City, MO 64114  
(816) 805-0732

**Tri-County Mental Health**  
222 E Gregory, G5  
Kansas City, MO 64114  
(816) 645-5222

**Tri-County Mental Health**  
7140 Wornall Road, Suite 203  
Kansas City, MO 64114  
(816) 805-0732

**ReDiscover**

North Star Program  
2940 Baltimore  
Kansas City, MO 64108  
(816) 931-6500

**Samuel U. Rodgers Health Center (Rodgers South)**  
2701 East 31<sup>st</sup> Street  
Kansas City, MO 64128  
(816) 861-7070

Stanley Bier (CCGC)  
8301 State Line, #116  
Kansas City, MO 64114  
(816) 361-7400

Barbara Bivens (CCGC)  
Heart to Heart Private Care Services  
10917 Myrtle, Ste 305  
Kansas City, MO 64137  
(816) 763-2061

Stephen Daily (CCGC)  
**Tri-County Mental Health Services**  
3100 NE 83<sup>rd</sup> St  
Kansas City, MO 64119  
(816) 468-0400

Jeff Gosney (CCGC)  
Swope Health Services  
3801 Blue Parkway  
Kansas City, MO 64130-2807  
(816) 922-7645, ext. 6357

Loretta Jasper (CCGC)  
**Tri-County Mental Health Services**  
222 E Gregory, G-13  
Union Bank Building  
Kansas City, MO 64114  
(816) 645-5222

Wanda Johnson (CCGC)  
**ReDiscover**  
2940 Baltimore  
Kansas City, MO 64108  
(816) 931-6500, x. 4224 or (816) 769-4313  
*Private Practice:* Target Recovery  
PO Box 300086  
Kansas City, MO 64130  
(816) 333-3509 or (816) 769-4313

Teresa Kahle (CCGC)  
**Samuel U. Rodgers Health Center (Rodgers South)**  
2701 East 31<sup>st</sup> Street  
Kansas City, MO 64128  
(816) 861-7070

## Certified Compulsive Gambling Agencies/Counselors (continued)

Robert S. Kretchmer (CCGC)  
Truman Medical Center -- Lakewood  
7900 Lees Summit Road  
Kansas City, MO 64139  
(816) 404-7672

Ginny McKinney (CCGC)  
**ReDiscover**  
2980 Baltimore  
Kansas City, MO 64108  
(816) 554-4242

Debra Neal (CCGC)  
**Tri-County Mental Health**  
7140 Wornall Road, Suite 203  
Kansas City, MO 64114  
(816) 805-0732

Loretta Petty (CCGC)  
Melvin Lee Foundation: The Holistic Center  
4615 Chelsea Avenue  
Kansas City, MO 64130  
(816) 536-4883  
[loretta@kc.rr.com](mailto:loretta@kc.rr.com)

Kristie Pfaff (CCGC)  
5545 N. Oak Trafficway, Ste. 12-C  
Kansas City, MO 64119  
(816) 918-2838  
[www.kristiepfaff.com](http://www.kristiepfaff.com)

Tom Reardon (CCGC)  
1507 NE Parvin Rd  
Kansas City, MO 64116  
(816) 830-3100

Keith Spare (CCGC)  
Lambda Counseling Services  
5128 Brookside Blvd.  
Kansas City, MO 64112-2736  
(816) 531-7133

Michael Williams (CCGC)  
**Comprehensive Mental Health Services/  
Renaissance West**  
5840 Swope Parkway  
Kansas City, MO 64130  
(816) 333-2990

KENNETT (Dunklin County)  
**Family Counseling Center, Inc.**  
925 Highway VV, PO Box 71  
Kennett, MO 63857  
(573) 888-5925

Myra Callahan (CCGC)  
**Family Counseling Center, Inc.**

LEE'S SUMMIT (Jackson County)  
**Tri-County Mental Health Services**  
501 Douglas, Ste F  
Lee's Summit, MO 64063  
(816) 525-8833

Ernie Gauthier (CCGC)  
2920 SE Bingham Court  
Lee's Summit, MO 64063  
(816) 809-0077

Kay King (CCGC)  
**Tri-County Mental Health Services**  
*Private Practice:*  
Recovery Center  
501 S. Douglas, Ste F  
Lee's Summit, MO 64063  
(816) 525-8833

LIBERTY (Clay County)  
**Preferred Family Healthcare, Inc.**  
122 Westwoods Drive  
Liberty, MO 65068  
(816) 407-1754

Gerry King (CCGC)  
**Preferred Family Healthcare, Inc.**

MARYVILLE (Nodaway County)  
**Family Guidance Center**  
109 E Summit  
Maryville, MO 64468  
(660) 582-3139

Lori Eck (CCGC)  
**Family Guidance Center**

NORTH KANSAS CITY (Clay County)  
**Tri-County Mental Health Services**  
2103 Swift Avenue, 1<sup>st</sup> & 2<sup>nd</sup> floors  
North Kansas City, MO 64116  
(816) 283-3396

Stanley Bier (CCGC)  
2029 Buchanan  
North Kansas City, MO 64114  
(816) 474-7322

Steve Daily (CCGC)  
**Tri-County Mental Health Services**  
2103 Swift, Ste 200  
North Kansas City, MO 64116  
(816) 283-3396

Peter Gusman (CCGC)  
**Tri-County Mental Health Services**  
2103 Swift, Ste 200  
North Kansas City, MO 64116  
(816) 686-4345 or (816) 283-3396

## Certified Compulsive Gambling Agencies/Counselors (continued)

Larry Lauvetz (CCGC)

**Tri-County Mental Health Services**

2103 Swift, 1<sup>st</sup> Floor

North Kansas City, MO 64116

(816) 471-2276

ODESSA (Lafayette County)

Michelle Dahlstrom

**Pathways Behavioral Community Healthcare**

301 N. 2<sup>nd</sup> Street, Suite C

Odessa, MO 64076

(816) 633-5921

PARK HILLS (St. Francois County)

**SEMO Community Treatment Center**

512 E. Main, PO Box 506

Park Hills, MO 63601

(573) 431-3341

Cliff Johnson (CCGC)

**SEMO Community Treatment Center**

POPLAR BLUFF (Butler County)

**SEMO Community Treatment Center**

101 S Main St

Poplar Bluff, MO 63901

(573) 686-5090

Sharon Gholson (CCGC)

**SEMO Community Treatment Center**

POTOSI (Washington County)

**SEMO Community Treatment Center**

Washington Co. Health Dept. Bldg.

520 Purcell Drive, Ste B

Potosi, MO 63664

(573) 438-6706

RAYMORE (Cass County)

**Pathways Community Behavioral Healthcare, Inc.**

407 Laurus Drive

Raymore, MO 64083

(816) 318-4430

Carol Bell (CCGC)

**Pathways Community Behavioral Healthcare**

ROLLA (Phelps County)

**SEMO Community Treatment Center**

1030 Kingshighway, Ste C

Rolla, MO 65401

(573) 364-8511

ST. CHARLES (St. Charles County)

**Bridgeway Counseling Service, Inc.**

1601 Old South River Road

St. Charles, MO 63303

(636) 949-9940 or (636) 757-2308

Richard Cox (CCGC)

**Bridgeway Counseling Service, Inc.**

Kate Lewis (CCGC)

1600 Heritage Landing, Ste 100

St. Charles, MO 63303

(636) 441-3328

[www.katelewis.com](http://www.katelewis.com)

Steve Reimann (CCGC)

1600 Heritage Landing, Suite 100

St. Charles, MO 63303

(314) 609-6556

Mark Smith (CCGC)

1360 S. Fifth, Ste 348

St. Charles, MO 63301

(314) 845-9500

ST. JOSEPH (Buchanan County)

**Family Guidance Center**

901 Felix Street

St. Joseph, MO 64501

(816) 236-2359 or (816) 364-1862

Karen Haffner (CCGC)

**Family Guidance Center**

Lori Kanke (CCGC)

**Family Guidance Center**

Kevin Kirwan (CCGC)

Alcohol/Drug Education

PO Box 701

St. Joseph, MO 64485

(816) 279-3935

ST. LOUIS (St. Louis City)

**New Beginnings**

3901 N Union Blvd; Ste 101

St. Louis, MO 63115-1130

(314) 367-8989

Antoinette Moore (CCGC)

**New Beginnings**

**Preferred Family Healthcare, Inc.**

282 De Baliviere Place

St. Louis, MO 63112

(314) 361-1630

Bobbie Brown (CCGC)

**Preferred Family Health Care**

5652 Pershing

St. Louis, MO 63132

(314) 361-1630

# Certified Compulsive Gambling Agencies/Counselors (continued)

Thomas Gonzalez (CCGC)  
BJC Behavioral Health Services  
1430 Olive  
St. Louis, MO 63103-0103  
(314) 206-3749

Glenn McGowan (CCGC)  
717 Union Road  
St. Louis, MO 63123  
(314) 638-9011

T. Danielle Tubbs (CCGC)  
Missouri Physicians Health Program  
3839 Lindell Blvd.  
St. Louis, MO 63108  
(314) 371-5225

**ST. LOUIS (St. Louis County)**  
**Community Services of Missouri**  
4456 South Lindbergh  
St. Louis, MO 63127  
(636) 441-9002, ext. 202

Dan Smith (CCGC)  
**Community Services of Missouri**  
*Private Practice:*  
PO Box 29504  
St. Louis, MO 63126  
(314) 265-2440

**Provident Counseling**  
121 Kenrick Plaza  
St. Louis, MO 63119  
(314) 968-2870

Larry Gale (CCGC)  
**Provident Counseling**

Kay Morrison (CCGC)  
**Provident Counseling**

Arlene Miller (CCGC)  
10820 Sunset Office Dr., Ste. 204  
St. Louis, MO 63127  
(314) 822-2800

Terri R. Ohlms (CCGC)  
Mid-County Physicians, Inc.  
505 Couch Avenue, Ste 850  
St. Louis, MO 63122  
(314) 909-0211

Sue Self (CCGC)  
1423 S. Big Bend  
St. Louis, MO 63117  
(314) 446-2831

Mark Smith (CCGC)  
6260 S. Lindbergh, Ste 103  
St. Louis, MO 63123  
(314) 845-9500

M. Sue Warren (CCGC)  
*(for veterans)*  
Jefferson Barracks VA Med Center #1 Jefferson Barracks Drive  
51E-Room 120  
St. Louis, MO 63125-4199  
(314) 894-6598  
[marilyn.warren@med.va.gov](mailto:marilyn.warren@med.va.gov)

**SALEM (Dent County)**  
**SEMO Community Treatment Center**  
402 North Grand, PO Box 429  
Salem, MO 65560-0429  
(573) 729-8452

Ben Shriver (CCGC)  
**SEMO Community Treatment Center**

Tony Boyd (CCGC)  
**SEMO Community Treatment Center**  
203 N. Grand  
Salem, MO 65560  
(573) 729-4103

**SPRINGFIELD (Greene County)**  
**Cox Center for Addictions**  
1423 N. Jefferson  
Springfield, MO 65802  
(417) 269-2273

Charles Morey (CCGC)  
**Cox Center for Addictions**

**Sigma House of Springfield, Inc.**  
800 South Park Avenue  
Springfield, MO 65802  
(417) 862-3339

**STEELVILLE (Crawford County)**  
**SEMO Community Treatment Center**  
Rhea Insurance Bldg.  
Rear 604 West Main Street  
Steelville, MO 65565  
(573) 775-4080

**TROY (Lincoln County)**  
**Bridgeway Counseling Service, Inc.**  
1011 East Cherry Street  
Troy, MO 63379  
(636) 462-2614 or (636) 462-2615

**WARRENSBURG (Johnson County)**  
**Pathways Behavioral Community Healthcare**  
520-C Burkhardt Road  
Warrensburg, MO 64093  
(660) 747-7127

## Certified Compulsive Gambling Agencies/Counselors (continued)

Michelle Dahlstrom (CCGC)

**Pathways Behavioral Community Healthcare**

WASHINGTON (Franklin County)

Timothy Jones (CCGC)

Washington Behavioral Institute

309 W. 4<sup>th</sup> Street, Ste. 101

Washington, MO 63090

(636) 239-2054